



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Administration Committee

July 6, 2011

FR: Deputy Executive Director, Policy

W. I. 1413

RE: Contract Amendment: Climate Initiatives Public Outreach: Riezebos
Holzbaur Group, LLC (RHDG)

Staff recommends that this Committee authorize a contract amendment with Riezebos Holzbaur Group, LLC (RHDG) in an amount not to exceed \$2,400,000 for consultant support for the Climate Initiatives Public Outreach Program. In December 2009, MTC programmed \$80 million over a three-year period to implement the Climate Initiatives Program including a \$10 million public education and outreach program. In conjunction with the Bay Area Air Quality Management District (BAAQMD), the campaign will be launched this fall using “Spare the Air” as the campaign’s call to action.

Contract Amendment: RHDG (\$2,400,000)

In July 2010, this Committee approved a pre-qualified consultant list to assist MTC in developing and implementing the Climate Initiatives Public Outreach Program, including RHDG, the lead firm selected to develop and implement the program. Staff subsequently directed RHDG and the evaluation consultant ICF International to conduct market research to identify transportation behavior(s) with both the greatest potential to be altered and the greatest potential to reduce greenhouse gas emissions. The firms completed both primary and secondary research, including a random telephone poll of Bay Area residents. This research determined that smart driving — or changes in driving behavior and/or vehicle maintenance to reduce emissions and improve fuel efficiency — is the transportation behavior with both the greatest potential greenhouse gas (GHG) emissions reduction and also the greatest likelihood to be adopted by the campaign’s target audience. Staff estimates that the campaign will reduce GHG emissions in the Bay Area by 17,500 tons¹.

Smart driving techniques include avoidance of aggressive driving; reducing highway speeds; using alternate routes to avoid congestion; reducing idling; removing heavy, unneeded items; and properly maintaining vehicles (including inflating tires to the recommended levels). Smart driving supports components of the Transportation 2035 Plan and is a Transportation Control Measure identified in BAAQMD’s Bay Area 2010 Clean Air Plan.

¹ GHG emissions reduction calculation is based on the estimated number of ad views for the campaign, along with ease of adoption and annual GHG emissions reduction for two of the target behaviors (driving the speed limit and smooth acceleration and deceleration).

Campaign Tactics and Budget

Reducing GHG emissions through measurable behavior change is the main objective of the Climate Initiatives Outreach Program. The smart driving campaign will use the following tactics:

- Use “Spare the Air” as the call to action for the campaign and use of 511’s new Traffic webpage as the resource for driving alternatives and other traveling tips and information;
- Develop interactive web tools that contain transportation behavior challenges and real-time, trackable metrics;
- Develop and promote smart driving challenge(s) that will provide an interactive medium to encourage the public to make changes and encourage competition among individuals, groups and organizations;
- Develop and promote mobile applications to enable individuals to instantly track and display real-time smart driving information, including GHG emissions reduction and fuel efficiency information;
- Develop incentives that leverage in-vehicle devices to track and display real-time and historical gas mileage information; and
- Advertising (including Internet, social media and traditional marketing, including television, radio, outdoor and print), partnership outreach and events.

The campaign will be launched in two phases, with a soft launch in the fall and advertising and promotion in early 2012. The proposed budget will be used to develop and maintain the campaign, including ongoing market research and results tracking; website and mobile application development and implementation; and campaign promotion and public outreach. Feedback from the campaign will be used to inform activities conducted the following year.

To date, MTC has authorized \$475,000 in program development, market research, creative support of Innovative Grant activities and web development. The three year program budget is as follows:

Task	FY 10-11	FY 11-12	FY 12-13
Program and creative concept development, market research, grantee support	\$375,000	\$450,000	\$425,000
Web/Technology Development	\$100,000	\$750,000	\$500,000
Program implementation, including public outreach, advertising, incentives, etc.	\$0	\$1,200,000	\$1,200,000
TOTAL	\$475,000	\$2,400,000	\$2,125,000

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with RHDG in the maximum amount of \$2,400,000 to implement a smart driving campaign in the fall of 2011.

Ann Flemer

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.:	1413
Consultant:	Riezebos Holzbaur Group, LLC (RHDG) San Francisco, CA
Work Project Title:	Climate Initiatives Public Outreach Program.
Purpose of Project:	Implement a branded, Bay Area climate program involving many partners and develop tools that the public can use to reduce their transportation-related greenhouse gas emissions.
Brief Scope of Work:	Implement a smart driving campaign in the fall of 2011.
Project Cost Not to Exceed:	\$2,400,000 (this amendment) Original Contract + Am. ##1-4: \$475,000
Fiscal Impact:	100% CMAQ; all funds are included in MTC FY 2011-12 budget.
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract amendment with RHDG for the work described above and the Chief Financial Officer is authorized to set aside funds up to \$2,400,000 for such amendment.
Administration Committee:	<hr/> Dave Cortese, Chair
Date:	July 13, 2011